

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently Amended) A method of capturing data for use in a catalog comprising:

capturing product data for a product according to a data model, the data model having one or more classes, each one of the one or more classes being defined by one or more categories, each of the one or more categories being defined by an attribute group having one or more attributes; and

storing the captured product data in a product data system, the product data ~~for~~ each product including: ~~both~~

a system SKU product identifier that identifies the product within the product data system;

a manufacturer SKU associated with the product that identifies the product within a product line of the manufacturer; and

at least one customer SKU assigned by the customer that identifies the product, each customer SKU being associated with a customer for which the product data is being stored for subsequent distribution to the customer, wherein the customer has requested distribution or transmission of product data for a plurality of products to the customer for use in a catalog, the product data for each of the plurality of products including a customer SKU associated with the customer for that product, wherein the stored product data is suitable for use by the customer in an electronic catalog, the customer being a manufacturer, retailer, or distributor of the product, thereby enabling the at least one customer to request customized distribution or transmission of product data for a particular product;

a link to product information characterizing the product; and

a customer identifier that identifies the customer to which the captured data is to be distributed.

2. (Original) The method as recited in claim 1, wherein capturing product data includes:

classifying a product to be entered according to the data model; and  
rendering a data entry template associated with the category of the classified product, wherein the data entry template includes a listing of potential values associated with each of the attributes in the category of the classified product, wherein the listing of potential values identify values that are selectable as values for the associated attribute.

3. (Original) The method as recited in claim 2, wherein the rendering further includes repeating the listing of potential values for the classified product when the attribute group associated with the classified product is indicated to be a repeating group in the data model.

4. (Original) The method as recited in claim 1, wherein each attribute is associated with a possible value list including values that are selectable and selected searchable attributes are specified, wherein the step of capturing product data includes reviewing product information for a particular product and selecting specific values from the possible value list for each of the selected searchable attributes.

5. (Original) The method as recited in claim 4, wherein each attribute is further associated with a possible unit list including units that are selectable and wherein the step of capturing product data further includes selecting specific units from the possible unit list for at least some of the selected searchable attributes.

6. (Original) The method as recited in claim 1, further including creating a product header that is associated with the product, wherein creating the product header includes:

storing a system SKU associated with the product in the product header;

storing a manufacturer SKU associated with the product in the product header;  
and

associating the product header with product information characterizing the product.

7. (Original) The method as recited in claim 6, wherein the product information includes one of the one or more categories and a manufacturer product description, the manufacturer product description describing standard features of the product.

8. (Original) The method as recited in claim 6, further including linking the product header to one or more images illustrating the product.

9. (Original) The method as recited in claim 6, further including linking the product header to a marketing description of the product.

10. (Original) The method as recited in claim 1, further including specifying one or more countries for which the product is adapted for sale.

11. (Original) The method as recited in claim 1, further including providing one or more possible countries that are selectable as countries for which the product is adapted for sale.

12. (Previously Presented) The method as recited in claim 1, further including linking to one or more related products that are recommended as compatible with the product.

13. (Previously Presented) The method as recited in claim 1, further including linking to platform compatibility information associated with the product indicating one or more platforms that are compatible with the product.

14. (Original) The method as recited in claim 1, further including providing one or more possible platforms that are selectable as platforms with which the product is compatible.

15. (Original) The method as recited in claim 1, wherein each attribute has an associated possible value list that identifies values that are selectable as values for the associated attribute and wherein storing the product data further includes storing selected attributes in an attribute table, each of the selected attributes being identified by a system SKU and having at least one of the values in the associated possible value list.

16. (Original) The method as recited in claim 1, wherein capturing product data for the product includes:

classifying the product according to a data model having one or more classes, wherein each of the classes is arranged to identify one or more associated categories, and each of the categories is arranged to identify an associated attribute group having one or more attributes, each attribute having an associated possible value list that identifies values that are selectable as values for the associated attribute;

selecting at least one of the values in the associated possible value list for selected attributes in the associated attribute group; and

inputting the selected values for the product to the system product data file.

17. (Original) The method as recited in claim 16, wherein capturing data for the product further includes inputting one or more images illustrating the product to the system product data file.

18. (Original) The method as recited in claim 16, wherein capturing data for the product further includes inputting a marketing description associated with the product to the system product data file.

19. (Original) The method as recited in claim 16, wherein capturing data for the product further includes inputting to the system product data file one or more countries for which the product is adapted for sale.

20. (Previously Presented) The method as recited in claim 16, wherein capturing data for the product further includes inputting to the system product data file a list identifying one or more related products that are recommended as compatible with the product.

21. (Previously Presented) The method as recited in claim 16, wherein capturing data for the product further includes inputting to the system product data file platform compatibility information associated with the product indicating one or more platforms that are compatible with the product.

22. (Currently Amended) A computer-readable medium storing thereon computer-readable instructions for capturing data for use in a catalog, comprising:

instructions for capturing product data for a product according to a data model, the data model having one or more classes, each one of the one or more classes being defined by one or more categories, each of the one or more categories being defined by an attribute group having one or more attributes; ~~and~~

instructions for storing the captured product data in a product data system, the product data ~~for each product~~ including: ~~both~~

a system SKU product identifier that identifies the product within the product data system;

a manufacturer SKU associated with the product that identifies the product within a product line of the manufacturer; ~~and~~

at least one customer SKU assigned by the customer that identifies the product, each customer SKU being associated with a customer for which the product data is being stored for subsequent distribution to the customer for use in a catalog, ~~wherein the customer has requested distribution or transmission of product data for a~~

~~plurality of products including a customer SKU associated with the customer for that product, wherein the stored product data is suitable for use by the customer in an electronic catalog, the customer being a manufacturer, retailer, or distributor of the product, thereby enabling the at least one customer to request customized distribution or transmission of product data for a particular product;~~

a link to product information characterizing the product; and

a customer identifier that identifies the customer to which the captured data is to be distributed.

23. (Currently Amended) A system for capturing data for use in a catalog, comprising:

means for capturing product data for a product according to a data model, the data model having one or more classes, each one of the one or more classes being defined by one or more categories, each of the one or more categories being defined by an attribute group having one or more attributes; and

means for storing the captured product data in a product data system, the product data ~~for each product~~ including: both

a system SKU product identifier that identifies the product within the product data system;

a manufacturer SKU associated with the product that identifies the product within a product line of the manufacturer; and

at least one customer SKU assigned by the customer that identifies the product, each customer SKU being associated with a customer for which the product data is being stored for subsequent distribution to the customer, wherein the customer has requested distribution or transmission of product data for a plurality of products to the customer for use in a catalog, the product data for each of the plurality of products including a customer SKU associated with the customer for that product, wherein the stored product data is suitable for use by the customer in an electronic catalog, the customer being a manufacturer, retailer, or distributor of the product thereby enabling

the at least one customer to request customized distribution ~~or transmission~~ of product data for a particular product;

a link to product information characterizing the product; and

a customer identifier that identifies the customer to which the captured data is to be distributed.

24. (Currently Amended) A system for capturing data for use in a catalog comprising:

a processor; and

a memory, at least one of the processor and the memory being adapted for:

capturing product data for a product according to a data model, the data model having one or more classes, each one of the one or more classes being defined by one or more categories, each of the one or more categories being defined by an attribute group having one or more attributes; and

storing the captured product data in a product data system, the product data ~~for each product~~ including: ~~both~~

a system SKU product identifier that identifies the product within the product data system;

a manufacturer SKU associated with the product that identifies the product within a product line of the manufacturer; and

at least one customer SKU assigned by the customer that identifies the product, each customer SKU being associated with a customer for which the product data is being stored for subsequent distribution to the customer, wherein the customer has requested distribution or transmission of product data for a plurality of products to the customer for use in a catalog, the product data for each of the plurality of products including a customer SKU associated with the customer for that product, wherein the stored product data is suitable for use by the customer in an electronic catalog, the customer being a manufacturer, retailer, or distributor of the product, thereby enabling the at least one customer to request customized distribution ~~or transmission~~ of product data for a particular product;

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a link to product information characterizing the product; and  
a customer identifier that identifies the customer to which the captured  
data is to be distributed.